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APPLICATION NO.	F	ILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/821,049	03/30/2001		Keisei Yamamuro	2001-0375A	5127 EXAMINER
513	7590	06/14/2006			
WENDER	OTH, LIN	ND & PONACK, L	JONES III, CLYDE H		
2033 K STREET N. W. SUITE 800				ART UNIT	PAPER NUMBER
WASHINGTON, DC 20006-1021			2623		

DATE MAILED: 06/14/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)					
	09/821,049	YAMAMURO ET AL.					
Office Action Summary	Examiner	Art Unit					
	Clyde H. Jones III	2623					
The MAILING DATE of this communication appears on the cover sheet with the correspondence address Period for Reply							
A SHORTENED STATUTORY PERIOD FOR REPLY WHICHEVER IS LONGER, FROM THE MAILING DOWN THE MAILING DOWN THE MONTHS from the mailing date of this communication. If NO period for reply is specified above, the maximum statutory period to Failure to reply within the set or extended period for reply will, by statute Any reply received by the Office later than three months after the mailing earned patent term adjustment. See 37 CFR 1.704(b).	ATE OF THIS COMMUNICATION 36(a). In no event, however, may a reply be timwill apply and will expire SIX (6) MONTHS from a cause the application to become ABANDONE	N. nely filed the mailing date of this communication. D (35 U.S.C. § 133).					
Status							
1) Responsive to communication(s) filed on 6 Fe	<u>buary 2006</u> .						
, <u> </u>	·						
	Since this application is in condition for allowance except for formal matters, prosecution as to the merits is						
closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213.							
Disposition of Claims							
4) ⊠ Claim(s) 1, 7, 8, 14-16 is/are pending in the ap 4a) Of the above claim(s) is/are withdra 5) □ Claim(s) is/are allowed. 6) ⊠ Claim(s) 1, 7, 8, 14-16 is/are rejected. 7) □ Claim(s) is/are objected to. 8) □ Claim(s) are subject to restriction and/or	wn from consideration.						
Application Papers							
9) The specification is objected to by the Examine 10) The drawing(s) filed on is/are: a) accomposed and applicant may not request that any objection to the Replacement drawing sheet(s) including the correct to be the correct of the control of the correct	cepted or b) objected to by the drawing(s) be held in abeyance. Settion is required if the drawing(s) is ob	e 37 CFR 1.85(a). jected to. See 37 CFR 1.121(d).					
Priority under 35 U.S.C. § 119							
12) Acknowledgment is made of a claim for foreign a) All b) Some * c) None of: 1. Certified copies of the priority document 2. Certified copies of the priority document 3. Copies of the certified copies of the priority application from the International Bureat * See the attached detailed Office action for a list	ts have been received. ts have been received in Applicat ority documents have been receive u (PCT Rule 17.2(a)).	ion No ed in this National Stage					
Attachment(s)							
1) Notice of References Cited (PTO-892)	4) Interview Summary Paper No(s)/Mail D						
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948) 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date 1 March 2006. 		Patent Application (PTO-152)					

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DETAILED ACTION

Response to Arguments

1. Applicant's arguments with respect to claims 1, 7, 8, and 14-16 have been considered but are most in view of the new ground(s) of rejection.

In response to applicant's arguments on pages 5-9 of the 6 February 2006 remarks, the newly added limitations are met by the Holman and McCollum references as described below.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

- (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.
- 3. Claims 1, 8, and 15 are rejected under 35 U.S.C. 102(b) as being anticipated by Holman (US 5,287,181).

Regarding claims 1, 8, and 15, Holman teaches a system (and corresponding method and computer instructions) with a receiver (home unit 1 – fig. 1) comprising:

a program acceptor(cable box 33 – fig. 2) for accepting program contents (commercial logos or emblems 40 – fig. 2), and program information having a program identifier to identify program contents (commercial message information) (col. 6, lines 5-

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12; col. 8, lines 5-7; col. 9, liens 33-37; col. 9, lines 56-58; col. 11, lines 12-17 & lines 5-60; col. 15, line 55 & fig. 5; col. 14, lines 35--36).

a display 3 (fig. 1) unit for displaying the program contents (40 – fig. 2);

an input acceptor for accepting a user input (front panel keyboard 5 –fig. 1, e.g., coupon button 11 – fig. 1 or remote control device 43 – fig. 2) (col. 6, lines 8-9 & 25-26; col. 8, lines 51-54; col. 5, lines 54-55); and

a viewing information recorder (home unit 1 comprises a viewed commercial/coupon recorder— fig. 2) for recording, on a removable recording medium (smart/"Q-Card" card or coupon printer paper), viewing information having the program identifier to identify the program contents when the input acceptor accepts a user input (col. 6, lines 17-27 & 58-61; col. 10, lines 58-65; col. 11, lines 6-7; col. 18, lines 48-57) which becomes effective by a button being pushed continuously (held down) for a predetermined period of time (col. 6, lines 32-33; col. 8, lines 63-66; col. 12, lines 1-2; col. 22, lines 2-4).

Claim Rejections - 35 USC § 103

- 4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:
 - (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.
- 5. Claims 7, 14, and 16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Holman (US 5,287,181) in view of McCollum et al. (US 2002/0010623 A1).

Regarding claims 7, 14, and 16, Holman teaches a system (and corresponding method and computer instructions) with a receiver (home unit 1 – fig. 1) comprising:

a program acceptor(cable box 33 – fig. 2) for accepting program contents (commercial logos or emblems 40 – fig. 2), and program information having a program identifier to identify program contents (commercial message information) (col. 6, lines 5-12; col. 8, lines 5-7; col. 9, liens 33-37; col. 9, lines 56-58; col. 11, lines 12-17 & lines 5-60; col. 15, line 55 & fig. 5; col. 14, lines 35-36).

a display 3 (fig. 1) unit for displaying the program contents (40 – fig. 2); an input acceptor for accepting a user input (front panel keyboard 5 –fig. 1, e.g., coupon button 11 – fig. 1 or remote control device 43 – fig. 2) (col. 6, lines 8-9 & 25-26; col. 8, lines 51-54; col. 5, lines 54-55); and

a viewing information recorder (home unit 1 comprises a viewed commercial/coupon recorder—fig. 2) for recording, on a removable recording medium (smart/"Q-Card" card or coupon printer paper), viewing information having the program identifier to identify the program contents when the input acceptor accepts a user input to display and "MARK" a coupon for transfer to the Q-card/printer for a shopping list (col. 13, lines 7-19; col. 12, lines 35-59; col. 6, lines 17-27 & 58-61; col. 10, lines 58-65; col. 11, lines 6-7; col. 18, lines 48-57). However, Holman fails to teach the input acceptor accepts program related information inputted by the user that matches program related information supplied from a program provider.

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In an analogous art McCollum teaches the input acceptor accepts program related information (coupon/advertisement keywords) inputted by the user that matches program related information supplied from a program provider to compile a shopping list, search for coupons, etc. (par. 18, 56, 59, 84, 108, lines 16-25).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to modify the system of Holman to include the input acceptor accepts program related information inputted by the user that matches program related information supplied from a program provider as taught by McCollum for the added advantage of increasing user convenience and more efficiently/quickly/easily searching the database of obtained coupons (Holman – col. 12, lines 56-59).

6. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

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the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Clyde H. Jones III whose telephone number is 571-272-5946. The examiner can normally be reached on 9-5:30 p.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Grant can be reached on 571-272-7294. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Note to Applicant

Art Units 2611, 2614 and 2617 have changed to 2623. Please make all future correspondence indicate the new designation 2623.

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CHRISTOPHER GRANT
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2600

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